PROJECT FACTSHEET

Funded by the European Union

EU with YOU Brand Campaigning

Duration: 01.09.2025 - 01.08.2028

Countries:
North Macedonia

EU contribution: € 299 900

Total budget: € 299 900

Project description:

The 'EU with YOU Brand Campaigning' project ensures effective, smart and creative communication about the European Union and the EU accession process in the Republic of North Macedonia. Through a positive marketing approach, the project places the 'EU with YOU' brand in surprising ways that attract public attention and engagement, and inspire sharing and discussion.

The project designs up to 6 and delivers a minimum of 4 country-wide campaigns over 36 months, using an integrated mix of traditional and non-traditional marketing channels, including TV, radio, online and outdoor advertising, social media, high-level events, PR tools, and promotional materials.

The campaigns address key EU assistance areas: the EU Growth Plan and the Reform Agenda for the Western Balkans, Transport and Connectivity, Environment and the Green Deal, Economy and youth employment, Culture and heritage, and Rule of Law. Targeting 9 audience groups ranging from the general public and young people to SMEs, academia, rural communities and governmental institutions, the project aims to raise public awareness of EU values, policies and tangible benefits of EU membership, ultimately shaping positive public perception of the European Union in North Macedonia.

Expected results:

• 6 draft campaign concepts, 6 campaign plans and 6 media plans (traditional and social) designed and approved (SO1-SO3).
• Campaign on EU Growth Plan and Reform Agenda for the Western Balkans successfully delivered (SO4).
• Campaigns on EU assistance in Transport & Connectivity and Environment (Green Deal) delivered (SO5-SO6).
• Campaigns on EU assistance in Economy (skills and youth employment) and Culture (heritage and Macedonian language) delivered (SO7-SO8).
• Campaign on EU assistance in Rule of Law (fundamental freedoms) delivered and increased public awareness about EU values and accession benefits measured (SO9).